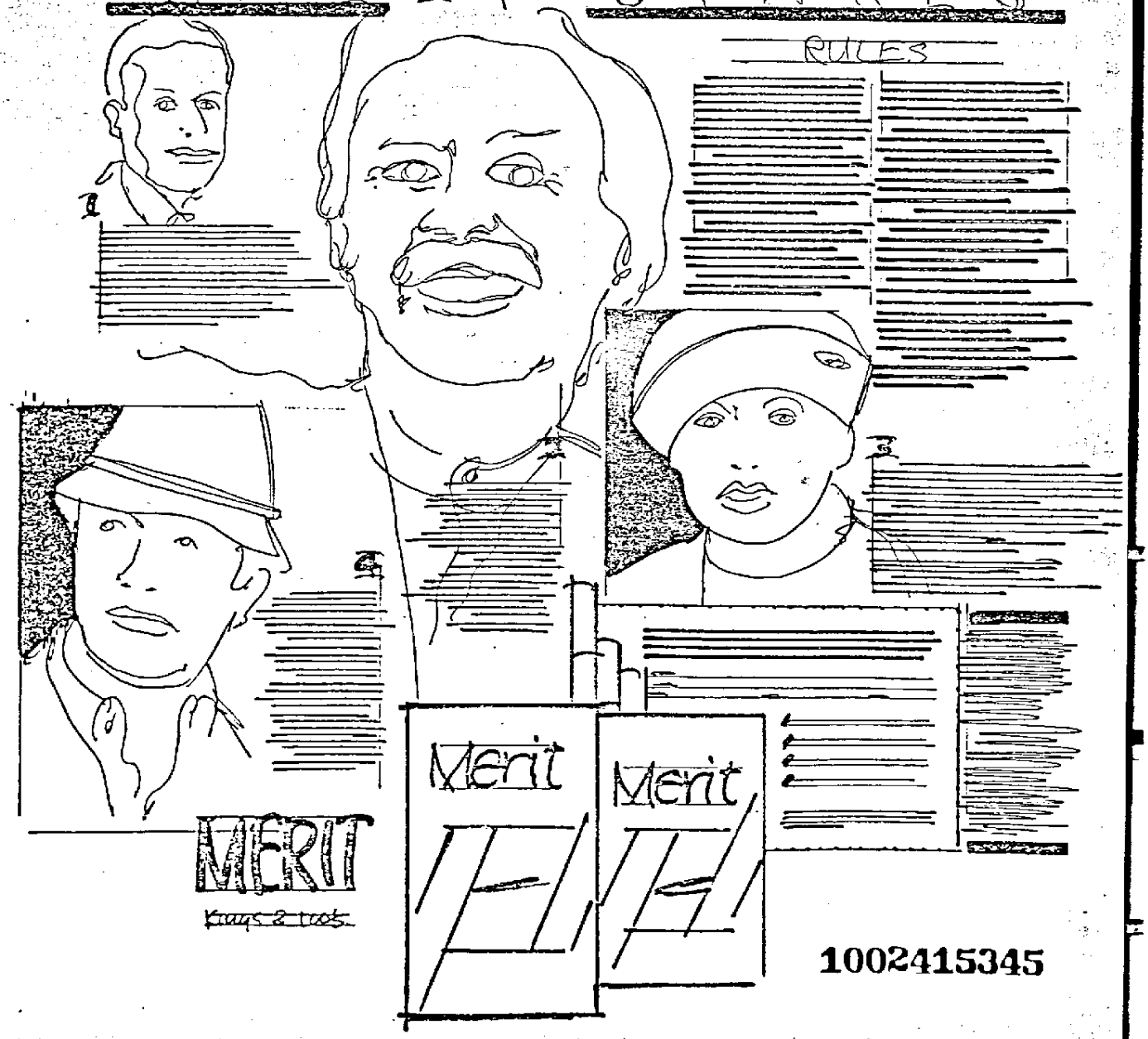
Merit Presents A Day With an Expert.

SWEEP-STAKES

RULES



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CONCEPT: A day with an expert

TECHNIQUE: Multi-Contest/Sweepstakes

There would be five prizes -- one evening with one expert in one of five categories:

World Affairs - Walter Cronkite
Science - Jacques Cousteau
Sports - Jim McKay
Entertainment - Dick Cavett
Finance - Sylvia Porter

// new names, categories

This sweepstakes would allow for more entries and allow for a greater cross-section of people entering.

The contest requires thinking on the respondents part, and although response levels would be less, the image of a contest is more in keeping with Merit. The contests would, in addition, allow us to ask for proof-of-purchase. They would also enable us to screen the contestants to be sure they would really want to meet and talk with our experts on their specific areas of expertise, rather than be people who just want to meet a celebrity.

CONSUMER BENEFIT: The consumer would win an interesting few hours, learn a great deal, be envied by their friends and gain prestige by having won and having shared time with a famous authoritative person.

REQUISITES: If it is a sweepstakes the consumer need just fill out an entry blank and mail it in. They can enter all five sweepstakes (one for each expert) and enter as often as they like; but each entry must be mailed separately.

FOR BOOK, PHOTO ALBUM, OR COLLECTION

One contest idea is that the entrants must tell us "in 25 words" OR MORE, why they would like to "win" the specific expert. We could ask them to tell us what they want to discuss, what they want to learn, and what they expect to gain. We would need a panel

FOR EVENING W/ EXPERT, PLUS ABOVE

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of judges to pick the winners based on reasons given, potential value to the entrant, and sincerity.

Again, consumers can enter all five and as often as they want, but each entry must be accompanied by proof-of-purchase of a carton of Merits and must be mailed separately.

COMMUNICATION: This would require advertising. The consumer could get entry blanks and rules in the ad as well as at point-of-sale. We would expect, depending upon the fame of the experts, to get unpaid media coverage. A PR campaign would be helpful and potentially very effective.

ADVANTAGES: "Very Merit" image. Unique in its intellectual prize ideas. Newsworthy. Prestigious. Would probably gain a lot of free publicity.

DISADVANTAGES: The fact that there are only five prizes could cut down on entries. The prizes may be over the heads of some of our consumers.

ALTERNATE EXECUTIONS: If our experts are reluctant to travel, we would fly our winner and three friends to the expert's home.

good

To gain more publicity, we could arrange a lecture for the expert in the home town of the winner. Our winner would then have the expert to his home after the lecture. This should generate unpaid media coverage.

Alternate Experts might be:

World Affairs - Pauline Fredericks, Barbara Jordan, Barbara Walters, Eric Severeid, Howard K. Smith, Henry Kissinger

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Science: Edwin S. Leakey, Jr.; Assistant to Jacques Cousteau

Sports: Frank Gifford, Phyllis George, Bruce Jenner, a PBS sports authority

Finance: Albert J. Lowrey, Ivy Baker Priest, William Simon, Paul Volker

Entertainment: Steve and Jayne Allen, Danny and Sylvia Kaye, David Frost

TRADE EXTENSIONS: We could have experts in subjects of interest to the trade in a strictly trade sweepstakes/contest. An evening with a merchandising expert, a promotion expert or display expert. Perhaps an evening with someone who is an acknowledged expert in running a supermarket, drug store or liquor store.

Salesmen could win courses in management, marketing, etc. OR OTHER AREAS.

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